

1928 "OPPORTUNITY CONTEST" STARTS IN 38 THEATERS

READ PAGES
11 AND 12
CAREFULLY!

Publix Opinion

READ PAGES
11 AND 12
CAREFULLY!

Vol. II

Publix Theatres Corporation, Paramount Building, New York, Week of June 30, 1928.

No. 29

CALLS PARAMOUNT "PUBLIX-ACE"

LETTER FROM MR KATZ TELLS OF BENEFITS EACH BRANCH GIVES TO OTHER

A letter sent by President Sam Katz to all executives, urging more intensive co-operation between the various departments of Publix, and the various divisions of Paramount Pictures, is of vital interest to everyone in Publix, and is re-printed in Publix Opinion for the purpose of emphasizing his enthusiasm and information. Mr. Katz says:

"The recent Paramount conventions held at Washington, Detroit and San Francisco proved to be a milestone in affecting the proper relationship between Paramount and Publix. From my standpoint they were the greatest meetings I ever attended—first, because we developed an appreciation of the relationship of Paramount and Publix such as had never heretofore existed, and secondly, we emphasized the value of each department to the other in a manner never heretofore expressed."

"Much good has resulted from these meetings. They represent the co-ordination of the Paramount organization in all of its phases—production, distribution and exhibition. It concretely presents a relationship and a friendship that can only mean a better result for Publix and Paramount."

"To this end we must make definite contribution. We must have an appreciation of all that Paramount has meant to us. We must express that appreciation by support greater than heretofore given, not only in prices or the number of Paramount pictures, but in an enthusiasm for Paramount that will tell the whole world of this wonderful organization."

"I wish you could have been present and have heard the expressions of good-will, of concrete support each to the other, understanding, and also have learned first hand just what that contribution really means."

"I want you as the exhibitor to believe what I know—that our future is really just beginning all over again, because in our unison of effort we represent a front unequalled by any other amusement enterprise."

"I can assure you that irrespective of any claims made by any other company in reference to the present scheme of picture making, the new order of things, that Paramount will occupy the position it has always occupied in this industry."

"Plans are being made and executed with thrilling speed to produce entertainment for our theatres on a scale heretofore unheard of, and plans that will mean box-office receipts heretofore unheard of."

"Let's put our shoulder to the wheel and sing a Paramount-Publix song that will echo everywhere and bring us a happier and more profitable future."

SHIFT STAFFS IN CHICAGO THEATERS

L. H. Dally, supervisor of theaters for the Balaban & Katz Corporation, has announced numerous changes in the house staffs, effective July 1. In most instances only the managers are effected, but at the Chicago Theater four changes are slated. M. F. Concannon, formerly at the Uptown, is to be manager of the Chicago; O. F. Knight, first assistant; R. L. Kalver, second assistant, and J. L. Lake, treasurer.

C. F. Strodel, formerly manager of the Oriental, goes to the Michigan, in Detroit, as manager. Other changes include: R. C. Bruder, transferred from McVicker's to the Oriental, as manager; R. L. Davis, formerly at the Chicago, to be manager of the Tivoli; N. M. Platt, from the Tivoli to the Uptown, as manager; G. L. Brandt, promotion from first assistant at the Chicago to manager of McVicker's.

No changes were announced for the Roosevelt, Harding, Senate, Norshore and Central Park.

Dr. Norbert La Porte, who has been head of the laboratories for the B. & K. Corporation, is in charge of installation of Movietones and Vitaphones in all houses, and, with Jack Knight, director of management, is rapidly getting the houses in shape for the change. McVicker's will be closed for five days while installation is being made, reopening July 1st.

NAME 4 NEW DISTRICT HEADS

The Publix policy of promotions-from-within-the ranks assumed outstanding proportions when announcement was made by Harry Marx, General Director of Theatre Management of the advancement to the grade of District Manager had been given to four theatre managers. All of the districts are newly created subdivisions. And due to these four advancements, a great many other personnel changes were made necessary, and in all cases, each change represented a promotion.

R. M. Sternberg, who has been manager of the Scollay Square Olympia, in Boston, has been given supervision over six theatres in Allston, Mass., Brockton, Mass., New Bedford, Mass., Newport, R. I., Pawtucket, R. I. and Woonsocket, R. I., with headquarters in Boston, as of June 15.

A. J. Moreau, who has been handling the "Jazz Singer" road show engagements in New England, will also headquarter in Boston as of June 18, with supervision over theatres in Bangor, Me., Bath, Me., Belfast, Me., Barre, Vt., Biddeford, Me., Dover, N. H., Ft. Fairfield, Me., Ft. Kent, Me., Houlton, Me., Waterville, Me., Westbrook, Me., Pittsfield, Me., and Rutland, Me.

Edward A. Zorn, who will have his home office in Boston, will assume command of the Scollay Square Olympia, Washington St. Olympia, and Fenway, in Boston; and theatres in Cambridge and Dorchester, Mass.

E. A. Cuddy, who has been operating the Olympia Theatre, Lynn, Mass., has been given supervision of theatres in Chelsea, Mass., Haverhill, Mass., Lowell, Mass., Gloucester, Mass., Salem, Mass., Somerville, Mass., and North Cambridge. He will also operate from Boston headquarters.

According to opinions of several

SEEK PERSONALITY GIRLS TO WORK WITH STAGE-BAND

The second annual Publix "Opportunity Contest" is on! The 1928 quest is for a "Personality Girl," of the Peggy Bernier, Helen Kane, Edith Griffith types.

Last year's contest resulted in an average of 20 full pages of newspaper publicity for every theatre that ran the contest. The publicity not only sold the contest as such, but all of the institutional features of the theatre and Publix Circuit as well.

Besides this it made a tremendous profit for each theatre during the elimination trials, and repeated during the finals—and repeated again when the girls came thru in the stage production "Young America."

This year, the winners will appear for only four weeks with the stage-band leader in the theatre where they have been chosen winner. If they are deemed attractive and talented enough, Publix will exercise a 2-year option on their services.

The original contest was originated and outlined by Ben Serkovich in 1926, and was executed to perfection by Ed Olmstead, Jack McInerney and Russ Moon, under the direction of A. M. Botsford, last year. This year, with the help of hundreds of ideas and stunts executed by the managers and press agents in the field who handled the first "Opportunity Contest," the enterprise is expected to be considerably more successful. Two manuals have been prepared this year by Mr. Serkovich—the first one a mimeographed booklet of "hunches," and the second one, photostatic copies of the outstanding publicity stunts executed by the managers and press agents in the field.

A semi-weekly mimeographed news-bulletin will go forward on the contest to all managers and press agents, advising them of the stunts and ideas as worked out from day to day by managers and press agents, so that everyone will have a chance to get the benefit of all the ideas connected with the contest as they break.

L. L. Edwards, assistant to Mr. Botsford, is handling the detail of the contest, and all communications concerning same, should be addressed to him.

PUBLIX LINES UP UNITS TO SEPT. 7

Publix has its unit schedule laid out until September 7 and has the producers assigned until that date. The production officials have decided what the type of the units will be but have not yet selected titles, except in certain cases, and these are tentative.

This is the farthest ahead Publix has arranged its production schedule it is understood. Working so far in advance gives the producers, who know what their shows will be, sufficient opportunity to line up the talent they want and make other plans.

M'INERNEY GETS BOUQUETS FOR NEW MANUAL

Jack McInerney, of Publix Home Office publicity department is blushing furiously over the numerous congratulatory letters he receives daily from home office executives and field Directors of Publix and Advertising, who are highly pleased with the new advertising manuals published weekly for unit show exploitation purposes.

Getting up the manuals is a man-sized idea-job, due to the constant and countless last minute changes in talent and show structure, but from the manner in which the manual is serving theatre men in the field, his work is proving sensationally effective.

HOLLYWOOD HOLDS FILM COLONY

Paramount's major producing activities both in synchronized and silent pictures will be conducted at the company's studio in Hollywood as usual, it was announced yesterday by Adolph Zukor.

Explaining the reopening of the Long Island studio, Mr. Zukor said: "We are reopening the Long Island studio and are equipping it for the production of sound pictures because certain types of stories can best be made here in the East on account of the availability of particular types of talent. It also will be easier to make synchronized productions of stage unit shows in the Long Island studio. The regular Paramount schedule of production, however, will be synchronized with sound in the West Coast studio, and in the future as in the past, our major activities will be conducted in Hollywood both in sound and in silent pictures."

Publix executives, as the general Publix operation develops its manpower and resources, many of the divisions covering large areas, will be cut up into smaller territories, thus creating new executive positions and opportunities for promotion, and at the same time benefit the theatres by permitting intensive localized effort by highly experienced and enthusiastic personnel.

WHAT TO CALL THEM!

(Official)

All Warner Brothers' synchronized pictures and acts must be credited in advertising to Warner Brothers and Vitaphone.

All Warner Brothers "acts" are to be scheduled as "Publix-Vitaphone Presentations" or "Vitaphone Units" or "Publix-Vitaphone Specialties," rather than terming these "acts" or "vaudeville." Avoid the use of the word "vaudeville" or "acts" in your advertising.

All Fox Movietone acts are to be billed as "Publix Movietone Presentations" but it is advisable to include the Fox credit line or trademark.

All Paramount, Metro, United Artists, synchronized features are to be advertised as "A Paramount (or Metro or United Artists) Movietone Feature." A good second line is "What you see you HEAR!" Refer to them as "See and HEAR!" as much as possible.

All non-synchronized features are to be advertised "with Movietone accompaniment." In other words "Vitaphone" applies to Warner Brothers product alone—"Movietone" applies to all other product whether disc or film.

"PUBLIX OPINION" IS YOUR IDEA-EXCHANGE! USE IT!!
The ideas, talent for copy-writing, merchandising methods, and sales-power of others contained herein, is of benefit to you! YOU can benefit OTHERS by sending in YOUR OWN effective specimens!

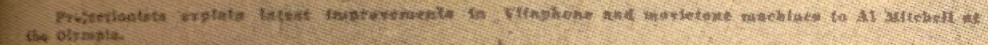
Oscar Doob, of the Kunsky-Publix Theatres, with his gang of high-pressure publicity and advertising-sharks, faced the problem of planting a new Michigan Theatre Stage-band Leader with the Detroit public. So he worked-out this "Smile" stunt with the Detroit Times, the paper that makes the jellybeans and shebas of the town sit up allnight and read the funnies. Yes, Mr. Beaston opened in the stampede-fashion of any well-sold attraction.

Director of publicity for "Olympia" in New Haven, scores with a free half-page institutional picture-story from hunch given by Publix Opinion. Come on, Everybody! Send in yours, so we can get up that acoustics manual!!

NEW HAVEN REGISTER, SUNDAY, JUNE 24, 1928

PAGE THREE

Growing Popularity of Talking Film Forces the Silent Drama Into New Field--Study of Sound Control



ACOUSTICS

As the microphone, talking motion picture, greatly improved during the past month by intensive experimentation, is here to stay, acoustics is the coming thing in the amusement world, and nothing so important is being done in the industry as elaborate plans are preparing for its future use.

There are already here heard and seen talking pictures at the Rine-Sherman Theater. This type of picture is being shown at it at least two other theaters here, one of the Public House, the Strand, and one of the Path theaters. The latter is the only one making its current report.

The silent drama—often up to re-

cent months—is in order to economic itself to progress in its own field in motion pictures. The audience and stupor sound waves.

No other factor contributes so much as acoustics to the success of the motion picture performer. Much of the new sound production equipment has been introduced, and the quality of the excellences of reception will be determined by the acoustics of the auditorium.

Really wonder, then, that big electrical corporations, theater owners and motion picture producers have not given extraordinary attention to improving the acoustics of theaters. New problems are being met and solved and the solution is being found in the ears from the straw-house theaters with their one and two-foot "ticklers" to passively by their seats.

It is a fact that a lot of theaters have five, six, seven, and even eight feet of wire mauls, a lot of microphones, and a lot of amplifiers. It is a fact, too, that the public has been as often as seeing miracles that the synchronizing of the picture and the sound is a thing to be commended almost to the point of being a thing to be feared.

First and foremost it means above-mentioned science of acoustics, and it is the only recent achievement of acoustic engineering is attributed to E. M. Berliner, who has been the man who invented the disc gramophone, the telephone transmission system, and the microphone.

Mr. Berliner has applied the science of vibrating diaphragms to problems of indoor hearing.

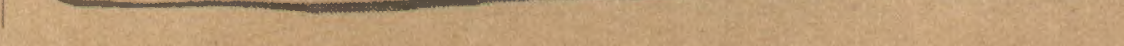






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THE OLD FATHER



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ATLANTA SOLD "TALKIES" WITH GOOD CAMPAIGN

The following outline of the Vitaphone introductory campaign used by the Rialto Theatre, Atlanta, will be of service to theatres that will soon need to stage similar campaigns. Considering the numerous problems peculiar to Atlanta, this campaign is accepted as a good one. It proved effective at the box office. Other cities will doubtless find higher or lower costs for the various items listed, and will probably add stunts and ideas, and discard others.

Newspaper display ads— 3 papers — total 342 inches	\$832.00
Readers sent to 45 country papers; a good number printed for considera- tion of passes. Cost of mailing	8.00
A very thorough free reader campaign in the Atlanta papers	
Posters perfectly placed in the best locations, as follows:	
200 8-sheets, 500 3- sheets, 500 2-sheets, 200 1-sheets	447.00
Screen announcement trailer for one week previous to closing	25.00
Large banner, 40 x 15 feet, covering side of theatre	55.00
Small announcement banner for front	10.00
Two large banners for marquee shadow boxes	20.00
Three large shadow boxes for lobby (amt. charged to opening)	20.00
12,000 cardboard door knob hangers, placed on city homes 1,000 of these hung over Sunday on downtown stores	98.00
15 window displays in downtown stores	30.00
Street float — truck with banners and large fire gong	40.00
Radio announcements for six days before opening — averaging two or three announcements each day of about three-quarters page of double spaced typing. Very effective since it was the first advertising ever broadcast over this station	75.00
Department store tie-up for distribution of 10,000 heralds wrapped with packages	22.00
Display boards in 7 hotel lobbies	15.00
2,000 large red summons tags fastened to auto- mobiles	20.00
Large banner in lobby of Forsythe theatre	12.00
Reposting of date snipes for change of opening date	114.00
Total	\$1,873.00

We Wondered Why! !

It has always been a wonder to us why A. Griffith Grey, head of the Paramount Road Show Department, has been so stingy with his passes. He now justifies his hard-boiled attitude by picking up a few excerpts from the Bible. Here they are:

"They shall not pass." — Numbers xx., 18.
"Suffer not a man to pass." — Judges iii., 28.
"The wicked shall no more pass." — Nahum, i., 15.
"None shall pass." — Isaiah xxxiv., 10.
"There shall no strangers pass." — Joel iii., 17.
"Though they roar, yet they cannot pass." — Jeremiah v., 22.
"So he paid the fare thereof and went." — Jonah i., 3.
— N. Y. World

TRAILER YELLS THE "TALKIES" ARE COMING

This theatre takes pride in announcing the first and exclusive showing in Westchester County of 'VITAPHONE AND MOVIE-TONE'.

These marvelous inventions are called the eighth wonders of the world, and mark a new development in the history of motion pictures. They produce sound perfectly, synchronizing it throughout the screen performance. You will be able to see and hear at this theatre on each change of program commencing Saturday, March 10th, a program of entertainment unequalled in any theatre. You will be entertained by such famous musical comedy stars as, Al Jolson, Van & Schenck, George Jessel. Such famous operatic stars as Anne Case, Givoanni Martinelli, Marion Talley, Reinald Werrenrath, Mme. Schumann Heink. Such musical artists as Mischa Elman, Eferm Zimbalist. The New York Philharmonic Orchestra and these artists are but a few of the famous people who will entertain. The movietone will bring to you the news reel reproducing the sounds that actually occur at these current events.

Don't forget the first program starts on Saturday, March 10th, for seven days.

(Save this to re-write for your own needs. It was effective for George Walsh, in Yonkers, N. Y.)

SAVE THIS FOR YOUR 'TALKIES'

As trade information, to help distinguish the various talkers and eliminate confusion between the different electrical companies, this data might be preserved.

Western Electric and General Electric are competitive companies.

Western Electric Co., through its subsidiary, Electrical Research Products, Inc., J. E. Otterson, president, 195 Broadway, controls the Vitaphone, Movietone and Fimatone talkers.

General Electric Co. and Westinghouse Electric & Mfg Co. (not to be confused with Western Electric) are affiliated with the Radio Corporation of America.

R. C. A. controls the R. C. A. Photophone, Inc., subsidiary of R. C. A. David Sarnoff is president of Photophone and vice-president of R. C. A.

Of Western Electric's motion picture activities, Vitaphone is Warner Brothers; Movietone is originally Fox-Case Corp.'s and now also the trade name of the Paramount, United Artists and M-G-M talkers.

First National has created its own trade talker name as Fimatone, using the disk recording principle of Vitaphone, through affiliation with the Victor Talking Machine Co. for the recordings.

Photophone is still in process of being readied for the market, with FBO as the probable picture production affiliation.

Photophone's installation cost is from \$4,000 to \$15,000; Western Electric's Movietone and Vitaphone from \$9,000 to \$24,000.

Hicks To Manage "Howard," Atlanta

Robert E. Hicks, who has been highly successful as director of Publicity and Advertising for the "Worth" at Ft. Worth, Tex., will take over the operation of the "Howard" at Atlanta, Ga. His successor at Ft. Worth has not yet been named. Mr. Hicks will assume his new duties at once.

DID YOU CHECK UP, LIKE THIS?

Harry David, supervisor of theatres in the Blank-Publix Operation read his copy of Publix Opinion, and didn't let grass grow under anyone's feet. He sent out this bulletin to all concerned.

TO ALL MANAGERS:—

A couple of weeks ago you received from the Advertising Department of the Publix Theatres Corporation, a three page reproduction of articles from VARIETY and PUBLIX OPINION, on the subject of Theatre Publicity.

We are particularly anxious in this office to know exactly and in detail what you have accomplished in carrying out the valuable suggestions outlined in this item of advertising service from the Home Office.

It is no secret that the newspapers in our towns do not possess a particularly friendly attitude toward our theatre publicity. Theatre news is condescendingly granted to us, only when it is apparently necessary for the newspaper to print it. In no instance is it found that the newspaper will wholeheartedly co-operate with the theatre.

Now—what did YOU do with this three page treatment of the subject — "Theatre Publicity Is News?"

This office will appreciate a detailed outline of your reaction to the arguments set forward in the reproduced editorials, together with a full and complete report of any activity which these editorial comments may have induced in you—as manager of your theatre.

Awaiting your early reply to this request, I am,

Yours very truly,
HARRY DAVID

BEN BLACK TO TUTOR TOOTERS



Ben Black, erstwhile stage band leader at the Paramount, New York, has a new executive berth with the Publix organization. Black grooms and coaches new stage leaders, working with Nat Finston in the musical department. Mr. Black is the author of a text book on experiences of a stage band leader, based on his own activities and the efforts of other noted jazz maestros. It will be off the press in two months.

Jannings Learns To Talk English

Emil Jannings is being taught English. Though born in Brooklyn, N. Y., Jannings was educated in Germany and forgot his native tongue. With Paramount going into sound and effect pictures Jannings must talk.

Gus Edwards and 'Mr. Wu' Become Publix Units

"Mr. Wu," vaude act, has been converted into a presentation and will play 30 weeks of Publix time as a unit under name of "Chinese Nights" an Oscar Production.

Gus Edwards, with a troupe of his juveniles, also will play the same route.

TRY THIS GAG ON GOLF-TOGS, NOW

Free space and prestige go with this stunt, worked successfully by the "Palace" at Dallas. The store BOUGHT the tickets, too!

Free Tickets to the Palace Theater



Ken Whitner . . .
Director "our ex-
cellence" of the
Palace Stage Band,
wearing a new
HURST Summer
Straw!

The Stars say:
Hurst's for Hats

A Complimentary Ticket to the
Palace Theater

With Every Straw Hat
Purchased Today,
Friday or Saturday

YOUR Summer DUNLAP is ready . . . featured
in the new "SUN-MIST," which defies sun and
rain, as well as in the soft straws.

\$5 to \$12.50

—other Straws and Panamas,
all Hurst-Quality

\$3 to \$50

. . . whatever your selection in a straw hat . . . regardless of the price . . . the Palace Ticket is yours with our compliments. Present it at the Palace Box Office, it's good for any performance, from Monday, May 7th, to Friday, May 11th, inclusive.

HURST BROS. CO.

MAIN & FIELD STS.



See Richard Dix in "Easy Come—Easy Go" and the big Publix Stage Show at the Palace all next week, with our compliments.

YESSIR! BATHING BEAUTY PHOTOS!

Sam Rubin, of Loew's Palace (Washington, D. C.) knows the makings of a story-picture layout that helps his box office! Here it is! Call up your newspaper photos and offer to furnish bathing gals for their cameras.



AN AIRPLANE CARRIES THEM



THE FIRST OUT ON THE FLOAT

IT DIDN'T TAKE these girls playing in "Capers" at Loew's Palace much longer to get up a swimming party once the sun drove the rain clouds away early yesterday. They had the time of their life at Arlington Beach swimming and diving. The picture at the left shows



WITHOUT EVEN A SHIVER

Gertrude Price, Rosalie Stone and Ruth Taylor—riding in the front boat of a swanboat between swims. The center picture shows the same trio on the float off the beach, while the picture at the right shows Miss Price and Miss Stone all set to take a last splash before returning to their work in the city.

ALL WASHINGTON HOME TOWN PAGE WASHINGTON TIMES SECOND SECTION LOCAL NEWS FRIDAY, MAY 11, 1928

Poster Punches

would be from six to ten degrees cooler than the regular city water.

Where The Devil Are Those Photos?

- ## They're needed for Public Opinion.

"Music Week" was celebrated at the Publix Tivoli Theatre, Chattanooga, Tenn., during the last three days of National Music Week in conjunction with the showing of Richard Dix in "Easy Come, Easy Go." Musicians from three local school orchestras augmented Keese's Troubadours in such numbers as to make the personnel of the theatre orchestra total twenty-six, resulting in a volume of harmony comparable only to that produced by large symphony organizations.

Newspaper Tie-up gets coin at Box Office for Omaha Riviera Theatre.

EVENING WORLD. HERALD

feature picture to left is "Rebs," and was today's most original motor car on the right, was swamped by a huge Creghton performance. The first scene of the picture flew above her head in cash, to stern. This scene was directed among Ralph Dan was distinguished from twenty-first street, 222 North Twenty-first street, and Robert Creghton studio.

Kennedy, and Marie Omech, ballet Keane and Julia Cagney were the girls in the picture's stage effort. In last week, shared what the picture had been doing since the film of the seats with boys than "Rebs" and a recent costar, "Miss Riviera," but a recent costar with a street car being the lion with a street car being the lion to win the picture car. Its costume body was held long by the picture body was held long by the picture body was held long by the picture

John Pugh, 142 Lincoln boulevard, the pilot, was awarded the prize. With him rode Harold Crawford and Mickey McGuire, all students at Creighton, and the Misses Marie Toode, Gladys Watts and Virginia Von Hovey, ballet dancers.

A curious crowd gathered before the theater early for the event, and watched with veneration the ancient vehicles cough, snort and groan their way about the city.

... parade for the complete
shackle flivers, to the "Lead-
her. The parade from the River
a recognition of showing the
een, a full length feature film
sing from the comic strip
and a World-Herald daily
... a m. Two cash prizes will be
... driver of the River, one to
... car, and the other to
... of the most decorated self
... Also, each driv-
... to "Herald Teen" receive a
... ballet girls from "In Dutch."
... snow, a full dozen of
... will ride in the parade,

Mayor James Baillman has given permission for the parade to be held. The parade is planned Saturday morning in celebration of the fact that Harold Teen and other characters of The World-Herald come strip for the first time in the parade.

The picture "Harold Teen" will be shown at the Riviera theater for a week ending Friday, and the character is spontaneously popular.

Every owner of a "Leaping Lena" (one of those broken down flivvers which are the mainstay of the parade) is invited to enter his car. There will be a \$4 cash prize for the most beautiful car, and a \$100 prize for the similar prize for the most disfigured specimen which still runs under its own motive power.

There will be a \$100 prize for a car in the parade will receive one ticket—two "Harold Teens."

The parade will be the shortest in the city, 12 girls in the chariot of the "Leaping Lena" in the caravan. Since they have no "Leaping Lena's" of their own, it will be up to the gentlemen in the parade to furnish the girls with ladies' coats and garters.

The parade will pass at 10 a. m. and will be over by 11 a. m. The route will be the usual "World-Herald" route, through the city.

It is said, that the "Leaping Lena's" will be made up of several downtown bitches, and, back to the Riviera theater, where a ward of

J. C. Furman of the Houston "Met" does his stuff in the newspapers to good effect!

HIGHLIGHTS BEAUTIES ARE HIGH FLYERS.



Although the 16 Foster Girls, highly trained chorus of Highlights stage show at the Metropolitan, have been royally entertained in all cities of the Public chain, it remained for Houston to give them the unusual experience of flying between shows. Through the courtesy of the Texas Air King Company, Foster Jones and A. D. Niemeyer, owners and pilots, and Major Benard Lava of the Law Aerial Transport Company, the girls were given rides in Air King, Swallow, and a Ryan plane.

runoff than to support the candi- | TT 1 6 1 : 11 | VALE ABOVE 10

HOUSTON POST-DISPATCH: SUNDAY MORNING, JUNE

The six Foster girls who appeared on the stage at the Metropolitan theater last week journeyed out to the Houston airport to have their pictures taken with their favorite car, a Hupmobile. Needless to say the body lines are perfect.



Out of the Funny Papers Onto the Screen



All you admirers of Harold Teen,
The World Herald comic strip youth
whose weakness for Oxford bags and
trousers pretty peculiarly has
rattling Lizzies been the Har-
own, will find delight in the
that a full edition of the Har-
Teen action screen beginning
when Lilliana Brown, all the
popular Brian is Lilliana,
Lilly will play Harold, Al-
has the role of Oligo.
Littlefield Duffey will be ap-
Jack shown above.

This is a model for owners of ornate drivers who are planning to enter the Harold Teem "Leaping Lena" parade Saturday morning. If your car isn't decorated enough, take some of the slogans shown above on that card, which is used by the "reel" Harold Teem in the picture by that name to be shown at the Riviera theater starting Friday. Prices are to be given by that decorations on a car, and also for the most dispirited car that drives in the parade.

Here's news for those fond of Omaha who have followed the adventures of Harold Teem in The World-Herald so faithfully that they've managed to acquire "Leaping Lena" automobiles, beautifully sloganized and decorated.

The parade will start Sunday at 10 o'clock from the downtown club bandstand. On the east side of which is a piece of ground that can be used for parking space until the parade starts. The caravan will move toward town promptly at 10 a. m. A serenade The World-Herald the Omaha Herald Teem through the downtown club bandstand.

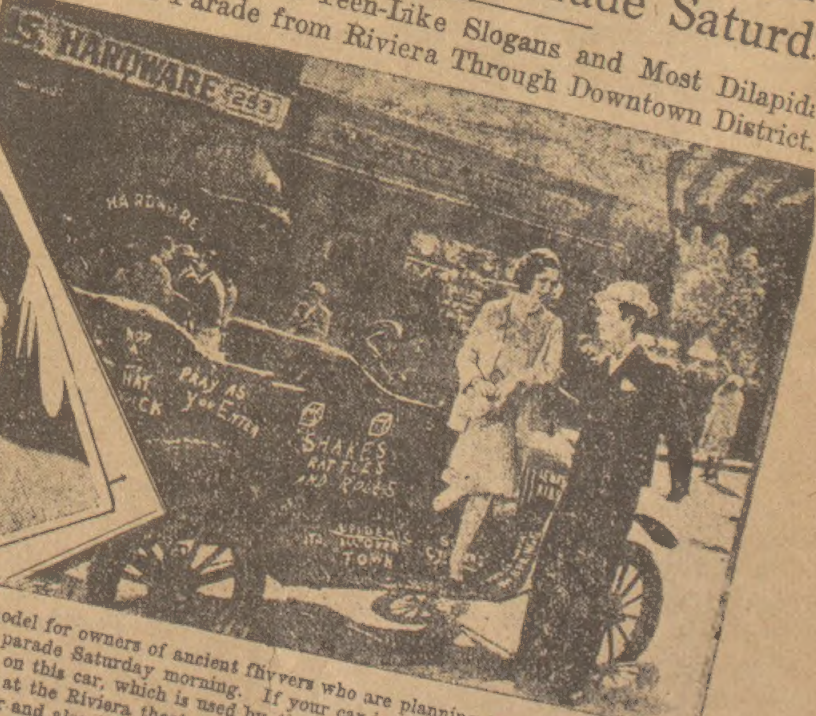
Competent judges will be selected to award the prizes, coupons or entry blanks needed for entry in the parade. Just be on hand at the Riviera 9:30 a. m. Saturday.

been arranged, to let the Saturday morning, with prizes for the best drivers. There will be two main prizes, each of \$5 in cash. One will be for the most dispirited car still in run under the parade that day. The other is for the own pov-er. The cars will be decorated with decorative slogans and

And besides this, every driver who has a ticket in the parade will receive one coupon to the Riviera theater, good during the week show. The "Harold Teem" will be the star attraction. It will ride will be in the

v the pa-
r the the-

"Leaping Lenas" to Parade Saturday
Prizes for Most Harold Teen-Like Slogans and Most Dilapidated Flivver in Parade from Riviera Through Downtown District.



ter, on the east side of which is a plot of ground that can be used for parking space until the parade starts. The caravan will move toward town promptly at 10 a. m. serenade the World-Herald, the home of Harold Teen in Omaha, and then will circle through the downtown district, including the Riviera to dis-

Competent judges will be selected to award the prizes. Men or entry blanks will be on hand at the Riviera, m. Saturday.

WALSH TELLS OF "TALKIES"

YONKERS SHOWMAN OFFERS MANY VALUABLE TIPS FROM HIS SUCCESSFUL EXPERIENCE

EDITOR'S NOTE: In a recent issue of "Publix Opinion" the editor presented the story of talking-movies at the "Strand," in Yonkers, where George Walsh, one of the most thorough showmen in Publix, is in command. The story contained many valuable tips from the experience of Mr. Walsh, and resulted in an avalanche of queries addressed to this publication. To answer them all, we asked Mr. Walsh to write a complete story of his success with talking-pictures, and we present it herewith.

By **GEORGE C. WALSH**

Resident Manager, "Strand,"
Yonkers, N. Y.

Three weeks before the opening date of this equipment I started a campaign of teaser ads in the daily newspapers, two weeks before, I announced that the installing of this equipment had begun and then through newspaper readers daily I started to define the Vitaphone and Movietone. The following is one of the paragraphs I used to define it.

"Vitaphone is a simultaneous permanent record of the sound wave generated by an object and a permanent moving picture of the object itself, so taken that both can be reproduced where and when we will, as a faithful audible motion picture, and present to the eye a picture of the object and to the ear the sound generated by it. The same definition might be applied to Movietone as to Vitaphone, but the methods of recording and reproducing the sound waves are entirely different. The Movietone recording is made on the film itself."

Not Vaudeville

"After selling the idea of the talking and singing motion pictures, my newspaper copy contained stories of the musical values of these marvelous inventions, and of the De Luxe type of entertainment that would be presented by these great innovations. I stayed clear of the vaudeville type of entertainment and held the idea that Vitaphone presentations would offer the greatest assemblage of operatic, dramatic, musical comedy, screen and stage stars ever presented on one program in any theatre. In all my billboards and one sheets and three sheets and cards which I used for posting I used the catch line, see and hear the greatest stars of the operatic, dramatic, musical comedy, screen and stage, ever presented in this city.

"It is not hard to sell the opening of this type of entertainment as curiosity for well dispersed advertisements will bring people to the theatre, but the real thing is to sell the equipment to the people after you have had them in the theatre. I believe this can best be done by making sure that the installation is properly installed, that the theatre has the proper illusion, that the voice appears to be coming from the screen and not from the orchestra pit or some other part of the house. In the operation of the equipment it is also essential that the proper volume of sound is applied to each subject. The volume of the sound will have to be changed in accordance to number of the people in the theatre, that is, when the house is empty the volume must be decreased and when the house is filled it must be increased. The operators in the projection booth can not regulate from the monitor horn in the booth, so it is most important that someone must be stationed in the theatre at all times, and their duty to signal to the booth the proper amount of volume. Too much volume will kill this type of entertainment sooner than a poor program.

Continuous Watching

"A good balanced program of

course is most essential, and proper placing of each presentation is important, as Vitaphone programs are similar to a vaudeville program. There are times when for various mechanical causes the presentations will go out of synchronization and this is another reason why someone should always be watching each program and as soon as they see a number out of synchronization they should notify the operators so that they can take this number out immediately and throw on their next subject. The operators should always have the machine which is not projecting set for such an emergency and the machine should be threaded with the next subject so as not to have any prolonged delays.

"Surface noises which are caused by needles on the records can be kept to a minimum by not using the same Vitaphone records too often, and this is another important thing for the man stationed in the theatre to watch.

Rehearse Programs

"The settings of the horns should be watched carefully and that is why it is most important to have a rehearsal of each program. The voice always requires a different setting than music, and if music settings are allowed to stay on the horns during a speaking number this is liable to kill the illusion as the voice will not sound natural.

Non-Synchronous

"The non-synchronous equipment which plays pictures which are not Vitaphone scored is another feature of Vitaphone that requires proper attention. Special attention should be paid that music is chosen that fits the action of the picture and during the playing of pictures the volume of this music should not detract from the picture itself. Records used for this equipment when used too often will develop surface noises and this noise is not only annoying to audiences, but discloses the Victrola idea. It is my opinion that the non-synchronous music equipment should not be divulged to the public and all a manager needs to sell is synchronized Vitaphone accompaniment. The records that are used on these non-synchronous instruments are supplied in a library by the Victor Record Company. This library must be handled carefully so as to avoid scratching or breaking of the records. At the present time the library consists of about 150 records, and this is quite inadequate especially when these instruments are the only music supply in the theatre. A theatre does not require a musician with these instruments as at the present time Victor Record Company are supplying cue sheets for most feature pictures, and they will cue any picture you request of them if they are given the proper amount of time.

"Vitaphone Corporation supply cue sheets for synchronized prints, they also furnish cuts, mats, photographs and press sheets on all presentation acts. There is also a release schedule book which gives a brief synopsis of each act, this in itself is good press material.

COOLER THAN EVER, FORECAST



VON HERRMANN SETS COOL AIR TO CIRCULATING.

Von Herrmann, who forecasts both cold and hot weather for Atlanta, is shown above setting the cool air machinery of the

Howard Theater into motion. That was one time that the weather prophet could be certain of his forecast. The Howard is bound to be cooler than ever.

Cool Air Mechanism Pleases at Howard

A slight pressure on a button, a hum of dynamos gathering speed, a hum of well-oiled machinery—and the temperature of the Howard Theater is made to order.

The simple operation of an intricate weather-making machine which

cools the air at the Howard, was

begun yesterday when C. F. von

Herrmann, director of the Weather

Bureau, was present to give his

official approval. A switch was

thrown and within a few minutes

actions of cooled air were being poured into the house.

The machine is one of the marvels

of electrical engineering, being

installed at an initial cost of

\$10,000. It takes in air on the

roof of the building, washes it of

heat, dries and purifies it. Great

motors keep the air circulating.

25 tons of fresh atmosphere being

looked every five minutes.

Beneath the auditorium the

motors hum almost steadily. The

turn of 3,500 revolutions a minute

covering as a heart for the cooling

system. An expert engineer is in

constant attendance, J. J. Rebeck

being in charge.

By a simple setting of dials the

exact temperature of the theater is

controlled. When set at 72, the cool-

ing machinery works automatically

to keep it there. Above, it works

fast to cool the air. At that point

the machinery slows down.

**DON'T LET
YOUR OPPOSITION
BEAT
YOU TO THIS**

Movietone News

"Movietone up to this time has not supplied any publicity material but, they do mail in advance of the new reel a continuity sheet which gives an opportunity to publicize the important events of the subject. This reel is a great attraction in itself and should be given plenty of publicity. In my opinion it is worth the admission price paid in any theatre.

"We have just completed ten weeks of Vitaphone and during this period we have played eighteen feature pictures and of these eighteen only three have been outstanding attractions. Our profits have been better on pictures of lesser merit than the outstanding pictures because we have not had to pay exorbitant prices for these pictures of lesser merit.

I mention this that you might know that when Vitaphone is sold properly that the novelty of this equipment is as great a drawing power as a super production. Our gross receipts have been most consistent over these ten weeks, and I believe that the talking picture with us is no longer a novelty, but rather a permanent drawing feature.

The Microphone

"There is another attachment to this Vitaphone equipment which has untold value to a theatre, this attachment is a microphone which can be placed in the manager's office and through this he can address his audiences, and sell them his future attractions. One of my experiences with this attachment might interest you. The Warner Brothers had sold to our opposition, who has not the Vitaphone equipment, their stellar attraction "The Jazz Singer," as this is really the picture that can put over Vitaphone I was most anxious to play this picture first

run and our booking department made every effort to make a fair exchange or purchase of this picture away from our opposition. However, they could not be induced to release the picture and while I realized it was unethical to advertise a picture while our opposition were playing it, I felt that our patrons wanted to see this picture with the Vitaphone accompaniment, so while our opposition was running the picture, I broadcasted the fact over the microphone attachment that the picture would be shown here with Vitaphone accompaniment within a short time. The result was that the picture at the opposition house flopped on the first run and when we played it second run we played to one of our most profitable weeks of the year. I think this story proves the value and possibilities of using this instrument.

Use of Radio

"While the Electrical Research Company tells you it is not permitted to use the radio over the Vitaphone their engineers will not refuse to tell you how to do it. I think that this is another feature that can bring many dollars to the box office. One experience which proved successful to me was the broadcasting from my radio over the Vitaphone, the Dodge Brothers program of the United Artist stars. Although this program was not so good there will be many programs broadcasted that would keep people at home, when, if the theatre can broadcast these while showing their feature picture they have two attractions to sell."

NOW ACTORS WRITE ADS FOR US

"Variety" has developed an attractive succession of "tieup page ads" for each of the Publix units that go on tour, and is basing each one on a different institutional idea. This, of course, makes the copy paid for by the artists vastly more effective than it would be otherwise.

In the page-ad, the artists take the responsibility for saying many nice things about Publix as an institution—which of course is more effective than if these wouquets were thrown by ourselves, as is usually the case in show business.

Newspaper writers, reporters, dramatic critics, and photographers read "Variety" and other trade papers for information, and doubtless much institutional publicity for Publix will be inspired through the medium of these ads.

The artists generally are anxious to advertise in the trade press but don't know how. Publix managers, directors of publicity, and executives will accomplish a valuable help to the circuit by doing all in their power to encourage the actors in that idea, even to the extent of suggesting copy-ideas, layouts, and having the house-artist make layouts free. This of course, extends not alone to "Variety," but to all of the trade-papers as well, since each, in its particular field, is a constructive force for Publix as well as the industry. "Variety" is mentioned simply because it developed a new idea.

Press agents will do well to watch the series of "actors institutional ads" in Variety. A story can be written on each one, quoting a noted artist on a different institutional idea each week, which gives the story personality and life, and the story thus is just as interesting to the lay-public as the actors ad in the trade-press is to the industry.

Calls Police But Only As Guests

By inviting the entire police force to breakfast and afterwards to a special screening brought volumes of publicity for "The Drag Net," the current attraction at the Publix Noble Theatre, Anniston, Ala.

Manager T. Y. Walker invited the breakfast guests, after which the members of the police force attended court and other morning duties and then marched in a body to the theatre to see a preview screening. The parade was headed by the Mayor and the Chief of Police.

STENCILS WALKS

Manager Guy A. Kenimer did quite a bit of sidewalk stenciling to advertise George Bancroft in "The Drag Net" playing at the Publix Florida Theatre, Jacksonville, Fla.

The stencil was approximately four feet long and two feet wide with an arrow one and a half feet long projecting in front. Copy used in the stenciling read, "Follow this arrow and you will walk into THE DRAG NET."

TENNIS NETS TO BOOST "THE DRAG NET"

Manager Fred O. Slenker found another use for tennis nets besides on the tennis courts to advertise George Bancroft in "The Drag Net" at the Publix Columbia Theatre, Davenport, Ia.

Cut-out letters were placed across the nets carrying the following copy, "Look what we caught in THE DRAG NET for your entertainment next Saturday." Cut-out heads of both Miss Brent and George Bancroft were also placed on the nets.

COLLEGE STUDENTS "SURVEY" SHOW-LURE

ANALYZE DALLAS THEATRES WITH INTERESTING RESULTS

As a "problem" presented at the instance of a Dallas, Tex., advertising agency to students of the Advertising and Journalism course of the Southern Methodist College there, the survey made by the students will prove of interest to showmen. The advertising agency that inspired the survey does not handle amusements.

Of particular interest are the facts that admission-price is not much of an object to the majority, while the desire to "have some place to go," is of vast importance. Also the fact that out of 572 persons interviewed during the survey, nearly half get their theatrical information from newspapers and nearly a third by word of mouth from others.

To experienced showmen, this survey merely again emphasizes several facts that have always been known. Particularly concerning the value of newspapers and word-of-mouth advertising, it again points out the effectiveness of "talking to your patrons" in display advertising, and the need for the greatest of care in preparation of copy and layout of ads. And now that the stage-band policy is almost universal, it is an easy matter for a master-of-ceremonies to work out gags with performers that sell or inform the audience about next week's show.

The survey is shown in another column on this page.

IMMERMAN TO HEAD ALL L&T HOUSES

Walter Immerman, manager of the "Michigan", in Detroit goes to Chicago shortly to become supervising manager of the Lubliner & Trinz (B. & K. Publix) houses in that city. The job is being created for him and was formerly part of the duties of John T. Knight, General Director of Management for Balaban & Katz. George Strodel, now at the Oriental, Chicago, will be transferred to Detroit to replace Immerman.

Immerman's promotion will cause further promotion to affect all downtown Kunsky houses in Detroit, except the State and Capitol. Ascher Shaw, now managing the Adams, will assist Strodel at the Michigan. Dave Dunn, Madison, goes to the Adams, and Harold Archibald, now assistant manager at the Madison, will become manager.

FULLY CLOTHED GIRLS IN NEW BEAUTY QUEST

Balaban & Katz, and Lubliner & Trinz theatres in Chicago, affiliated with Publix, will pick "Miss Chicago," in this year's Atlantic City Beauty Pageant. After Miss Chicago is selected at the Oriental theatre, the Great State Theatres, also part of Publix, will pick "Miss Illinois." All of the girls, instead of appearing in bathing suits will appear fully clothed.

DETACHED TALK STRIPS FOR FILMS?

It is Paramount's plan to use a detached strip for certain talking pictures so that both the English and German, French and Spanish translations can go with the picture. Roy Pomeroy, head of the Paramount sound and effect work, contends that the detached film strip for synchronization would work out much better than the sound of the film registration. He claims that the laboratory can work with each individually and that nothing will rub off of either the film or synchronization in this way, which might happen if both were recorded on the same strip of film. Pomeroy figures where foreign languages would be used that five or six separate strip registrations could be worked out on the same negative.

MUSIC WEEK

A committee from the Carenno Club, a ladies music organization asked Manager Roy L. Smart of the Publix Florida Theatre, St. Petersburg, Fla., to run a slide for Music Week. Smart suggested that they obtain some of the best local talent available to appear on the stage to commemorate the annual affair. They did and it helped the gross.

QUESTIONS and ANSWERS

Answers to questions submitted will be given by authority of department heads. Questions of confidential nature will be answered in a personal letter.

Q: I send an advertising and publicity report to the Home Office, each week. Does Publix Opinion select material wanted from this?—P. D. R., BOSTON.

A: Yes. In many cases, however, matter is mailed directly to Publix Opinion for publication, in addition to being attached also to the advertising reports. This is the best way, and has the approval of department heads concerned.

Q: Is there an organizational chart, or "Who's Who" list of Publix home office and field personnel? I would like to study such a chart, to get a better mental picture of the ramifications of the organization.—O. A. J., CHICAGO.

A: This is in course of preparation, and will be sent in loose-leaf book form to each theatre so that changes and additions may be made as required. It will give the name, address, and function of each person, and where assigned. It will be out in a few months.

Q: Why are the contents of Publix Opinion considered confidential?—E. L., NEW YORK.

A: So as not to furnish ammunition to the opposition. Also, if available to your local newspaper men, they'd get the idea that you are constantly trying to entrap them with publicity-stuff, and their natural action would be to resist. For this reason, most theatremen re-type the stories, and NEVER show the circuit exploitation effort to newspapers.

Q: Where can I get tips and instruction on incidental organ and musical accompaniment to the films?—B. D. A., TAMPA.

A: From the Home office music department, through your organist or orchestra leader, who can get it from his music supervisors. Jesse Crawford will soon be in charge of Publix Organ studio (now being constructed in the Paramount building) and will "school" Publix organists and issue special bulletins of information.

SCHOOL TO GIVE DOPE ON TALKIES

Miniature Vitaphone and Movie-tone equipment is to be supplied for the Publix Managers Training School, it is reported, owing to the general use of talkers throughout the country. Managers graduating from the school will be expected to have a complete mechanical knowledge of operation of talkers.

General use of the magnoscope by Publix houses is also predicted in the use of this machine in the managers school. The possible obstacle to easy use of magnoscope may be the high wage demands of the operators' union and insistence on additional men being employed.

It is understood plans are under way for the establishment of another school for managers, with a meeting of Publix executives to discuss this matter held last week. Only 15 men are now enrolled in the school, and this number becomes swallowed up on graduation merely through annual changes and promotions in the organization.

Trained men can easily be used.

SACRED MUSIC FREE SUNDAY STUNT

Birmingham, Ala., is a 6-day theatre town, which is bad for the big "Alabama" theatre. However, the theatre opens on Sunday afternoon, with a free organ-recital of sacred music. The idea is of tremendous value from a public good will standpoint, and has enormous institutional value. In this column, below, is a miniature size 3-fold program of institutional facts which theatre-employees pass out to the free-guests.

It is an idea that costs the theatre nothing, but makes a lasting impression with the public. Even the preachers, who are against Sunday movies, endorse the Sunday concerts.

3-FOLD PROGRAM used in Birmingham, Ala.

ALABAMA THEATRE

PUBLIC THEATRES CORPORATION • SAM KATZ, President

THE ALABAMA is a theatre that is as perfect in construction as it is in its equipment—an institution that reflects the confidence and belief in greater Birmingham, and one whose purpose is to give to this great city, always the greatest, the finest, the newest and the best in entertainment. Stage and screen entertainment that can be enjoyed in but few, and surpassed in no city in this great land.

That you will have a better knowledge of some of the elements that create this perfect atmosphere in which to present this perfect Public entertainment, we are listing a few of the many items of interest that you will want to know about your Alabama Theatre.

The Wonder Theatre of the Great South

The Theatre Itself—
One of the Public Theatres, erected at a cost of one and three quarters million dollars, opened December 26th, 1927. It is Spanish in its architecture and design; faces theatre in all the South; an exact duplicate in arrangement of the great Paramount Theatre, New York.

The Furnishings—
On the walls and in the corridors of your Alabama are paintings and art work of the world's foremost artists, costing over \$50,000. The choice selection in the entire theatre of Alabama. Besides their beauty, they represent Public's desire to encourage art and the development of talent.

Cooling and Refrigeration Plan—
Most modern type of electrical refrigeration installed at a cost of \$10,000. Has a capacity of 115 tons of ice every day; room for use of refrigerated and properly conditioned air into the theatre every 10 minutes.

Air Conditioning Equipment—
In addition to the refrigeration equipment, a mammoth plant washes and properly conditions both the air and its moisture content. Every corner of the theatre is washed, cleaned and dried; it is even healthier than one would find outside, at all noon, dirt and foreign particles have been removed.

Music—
Leaders Band—from this gold control board, the speed of the showing of the pictures, the volume of the lighting and the tempo of the music are synchronized and presented to you as near perfect as possible. Music Library—containing over 10,000 standard and popular numbers, presents the exact type of musical accompaniment required for every type of picture. Little Rehearsing Room—where each picture is first presented to be timed as to speed, sound, music, and again re-checked before being presented on the Alabama screen for your enjoyment. Mighty Violent Organ—designed by Jesse Crawford, America's foremost organist and constructed at a cost of \$75,000; termed by musical experts as "the perfect organ," contains thousands of pipes in addition to instruments equal to a 70 piece symphony orchestra, and 25 pipe lines; built on the "magic lift" that permits it being raised or lowered in view of the audience. Don't fail to visit the pipe house room and the organ chambers and see the mechanical parts of the organ.

Patron Comfort—
To provide you with ideal surroundings for lounging and rest room facilities, there are five lounges. At the top of the Great Stairway, you will find the Spanish, French, and Hunting Rooms. On the balcony level are the Chinese and College Rooms. In each, the spirit of the name is carried out in every appointment and in addition rest room, equipped of the most modern type. Each of these rooms are under the constant supervision of trained attendants; in every section of the theatre is found first aid equipment, and all attendants are trained to render this service.

Electrical Equipment—
The last word in electrical installation. A giant Major control board operates all the 4,000 lights in the theatre. Through powerful dimmers, their brilliancy can be varied to whatever illumination desired. Many electric lights make numerous color changes possible. The power consumption of the Alabama Theatre is sufficient to light a city of 1,000 inhabitants.

Projection—
\$25,000 of finest optical and electrical equipment combine to make the little film five before you on the screen. Giant projectors, high tension lamps, flood lamps, spots, dissolving stereoscopes, effect machines, are some of this magical equipment. Visit the booth itself and see the "magic" projection room, which contains every modern motion picture projection need, as well as every convenience and comfort for the projectionist.

Patron Service—
"Public Service," which means every attention and service possible to you while attending the Alabama. All of the ushers are trained in Public Service before coming in contact with you or any other patron. They are selected, not hired; their aim and desire is to be at your service. An Usher's Signal System tells the usher at the entrance of your seat in the theatre so that he can direct you to the best available seat in the theatre at the time of your arrival.

Art Department—
A special department where the beautiful lobby displays, the colored posters, and the distinctive ads of the theatre are designed and executed by a staff of artists.

Stage Equipment—
Mechanical perfection that shows the staging of massive New York productions exactly as they are presented at the Paramount Theatre, on Broadway. With all the devices that create illusion and securely defy the detection of your eye.

Employee Welfare—
Just as every convenience is offered to the patron, so these same conveniences are offered to all of the Alabama employees. Lectures, rest rooms, recreation facilities, showers, carpeted floors and many other facilities are found in the quarters for the ushers, the performers, the musicians, in fact, every employee in the theatre. Public believes in, and respects, its employees—this is why we are so happy to serve you as you are in viewing the performances.

After seeing the wonders of the ALABAMA THEATRE you will realize, more than ever before, why no theatre in the entire South can compare with it, in grandeur, in comfort, in appointments, or in the perfect presentation of the great programs of selected stage and screen entertainment that the ALABAMA offers every week.

Advertising Is Cure for Slump

Balaban and Katz-Publix in Chicago is after the summer business in a large way.

Advertising lineages for slow days has been doubled. The firm is running large extra ads for the Oriental, Chicago and McVicker's theatres on weak days.

Matinee admission of 50c. at all loop theatres holds good until 6:30 instead of 6, as heretofore.

THE SURVEY

Summary of Totals of Market Study Made By Class in Marketing 52, Southern Methodist University Under Direction of J. E. Clark

TOTAL NUMBER OF PERSONS INTERVIEWED	HOW THEY ARE INFORMED OF SHOWS
Men188	Newspapers225
Women127	Word of Mouth175
Boys160	Billboards45
Girls97	Showshopping53
	Screen Trailers47
	Magazines20
PURCHASING POWER	FREQUENCY OF ATTENDANCE
High122	More than once a week227 39%
Low69	Once a week184 32 1/2%
Medium330	Less than once a week161 28 1/4%
PREFERENCE OF TYPE OF SHOW	PREFERENCES IN THEATRES
Straight Motion Picture159	Palace355 70%
Combination310	Majestic28 5%
Straight Vaudeville59	Meiba15 3%
Dramatic Stock57	Old Mill18
Miscellaneous (Road Show)20	Arcadia4
Little Theatre Etc.20	Capitol2
LOCATION OF SHOWS ATTENDED	Cliff Queen1
Downtown551	Ronile1
Suburban44	Haskell4
OPINIONS ON SCREEN ADV.	Circle4
Objections270	Queen2
Indifferent79	Fair Park Aud.22
Enjoy It87	Little Theatre2
MOTIVES FOR ATTENDANCE	Crystal2
To Go Somewhere226	Hippodrome4
Humor107	Miscellaneous2
Story of Plot68	Oak Lawn4
Type of Plot63	Lyric4
Favorite Stars103	INFLUENCE OF PRICE ON ATTENDANCE
Educational21	Price a consideration189
Music45	Price no consideration352
Producer6	
Miscellaneous10	

THEATRES IN DALLAS	CAPACITIES DOWNTOWN AREA	TYPES OF SHOW
CapitolPictures	1,000	
CircleRoad Show—Stock	1,065	
CrystalSecond Run Pictures	534	
HippodromeTab and Pictures	1,000	
MajesticPictures—Vaudeville	2,500	
MeibaPictures—Vita	1,500	
Old MillPictures—Vita	1,200	
PalacePictures—Vaudeville	2,500	
QueenSecond Run Pictures	600	
Lit. Thea.Spoken Drama (Amateur)	400	
AuditoriumRoad-Music-Lectures etc.	4,500	Pan—1,200
McFarlinMusic-Lectures	3,000	Lyric—500
FoxSecond Run Pictures	250	Dixie—250
SUBURBAN		
ArcadiaPictures	1,100	
BisonPictures	1,000	
Cliff QueenPictures	600	
ColumbiaPictures	500	
Dal-SecPictures	540	
East GrandPictures	500	
ForestPictures	472	
HaskellPictures	400	
IdealPictures	600	
MidwayPictures	500	
Oak LawnPictures	380	
RonilePictures	600	
RosewinPictures	500	
SunsetPictures	648	
RialtoPictures	500	
TrinityPictures	180	
MyrtlePictures	250	
MaplePictures	250	
COLORED		
CirclePictures	350	
Ella B. MoorePictures and Vaudeville	1,500	
StatePictures	600	
PalacePictures	700	

Sidney Spiegel, Jr., Millionaire Chicago business man, and Fay Canphier, of Alameda, Calif., who was crowned "Miss America" in 1925, were married in Chicago, June 7. They left immediately for a honeymoon in Europe. The bride met her husband in Chicago while starring in a Publix unit. She met him while doing an exploitation stunt.

MOST WOMEN, AND MEN, TOO, BUY THEIR FURS
IN THE SUMMER TO GET FIRST CHOICE! ASK ANY
FURRIER!

Paper is mostly home-made stencil process described two months ago in Public Opinion.



And the flood of publicity day by day was a summer-time stimulant to the "Keith Georgia"—Publix Box Office!

Real showmanship in publicity got full-page spreads for theatre thru tie-up with famous Carter cartoon strip in Hearst papers.

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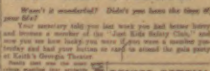
Eggleston to Fete 'Just Kids'



LINE 'CROSSING' 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000 1001 1002 1003 1004 1005 1006 1007 1008 1009 1010 1011 1012 1013 1014 1015 1016 1017 1018 1019 1020 1021 1022 1023 1024 1025 1026 1027 1028 1029 1030 1031 1032 1033 1034 1035 1036 1037 1038 1039 1



Just Kids' Rally At Ga. Theater



THRILLED Speakers Stress Need of Safety AT PARTY



Paramount News expects to start its first sound subjects in two weeks with W. C. Park, former makeup editor, in charge of the movietone "mike." Jen La Roche will supervise the mechanical end of the Par news reel in its new form.

Manager M. W. Booth used fire gong behind a huge 24-sheet cut-out on top of marquee to advertise Harold Lloyd in "Speedy" at the Publix Palace Theatre, Lakeland, Fla.



The cut-out showed Lloyd driving a team of horses pulling trolley car. The fire gong behind this cut-out was connected by a wire to the cashier's booth where it was an easy matter for the cashier to sell both tickets and keep the fire gong banging away at different intervals.

EVERY TIME YOU BENEFIT FROM ANOTHER FELLOW'S IDEA, YOU OWE HIM ONE IN RETURN!!!
PAY YOUR IDEA-DEBTS THRU "PUBLIX OPINION!!!"

FAN MAIL HUMBLER MATINEE IDOL OF THIS BURG, HE ADMITS

By JOSEPH DOAKES

(Stage-band leader at the.....Publix Theatre, and
(name your town) most popular matinee-favorite)

Fan mail!
It's the thrill of my life!
Every morning, when I reach the theatre, the first thing I do is
to lock myself up with my mail! Sometimes it runs as few as
twenty letters a day, for a few weeks, and then suddenly it will
jump to sixty or seventy. The second week I appeared here, it
reached 600 for seven days, and since then it has averaged about
four hundred letters per week.

Sign your
Band-Leaders
Name to this
Yarn and In-
sert his Pic-
ture HERE
and Peddle
this for a
Sunday Story!

Belts and flappers, from conserva-
tive business-men and conserva-
tive matrons.

Answers All

"And of course I answer them
all, and I'm glad to do it. And,
being only human, I am certainly
proud that I have been able to
win so many new friends—but I
try to keep from getting 'swell-
headed,' so I want to be forgiven if
my pride sometimes gives that im-
pression.

"That answers three of the
four questions that are most fre-
quently asked of me.

This is the One

"The fourth question—'what do
folks who are complete strangers
to me have to say when they
write'—is the most interesting.

"Take a cross section of a
batch of mail for this month—
about 2,000 letters and post cards.
If you select one hundred letters
at random, half of them will be
requests for special tune-favorites,
either offered by the orchestra, or
by one of the instrumental solo-
ists in the orchestra, or by some
stage star who is known to be on
the forthcoming program.

"The remainder of the letter
will have the most interest.

"Perhaps only a few will be
'mushy'—others ask me how the
writer can get a job on the stage
—how to write a popular song—
will I read a song they've written
and help them to get it published
—will I loan 'em ten bucks—
where do I buy my suits, my
shoes, my neckties, my hats—how
much money does Publix let me
rob them of every week—who
makes up the ideas for the stage
show and will I pay for some bet-
ter ideas than we have in our
stage shows—will I bring the band
and the cast out to a church social
to entertain free of charge—will
I ditto for a sorority party—am I
married—is it true that it's not
my real name—how many children
have I—why am I a woman-hater
—at last it has been discovered
that I really am a stuck-up swell-
head because I didn't flirt back
that day in front of the Zenith
Kandy Kitchen—will I give little
9-year old Clara Blutz, who has
been taking toe-dancing for two
years, a chance to display her
talent professionally in the hope
that Ziegfeld will hear of it—why
don't we include short dramatic
sketches in the stage shows—and
so on, and on, and on!

No Dough

"In answering the letters, I have
my secretary say that I won't lend
any stranger ten bucks but I'll
give money to worthy and needed
charity—the band and cast is not
permitted by the union and its
contract to play engagements out-
side of the theatre without special
permission, and then only under
certain strict circumstances—I
NEVER flirt back—Little Clara
Blutz is undoubtedly talented—

but she'll have to get in touch
with Mr. Earl Sanders in New
York to arrange for a professional
audition and booking—I won't
read anybody's song because I'd
be accused of swiping it ten years
later when someone else writes
one about the moon and the heart-
moan of the bassoon, or baboon—
my salary is only petit larceny—
no it is not my real name because
I'm trying to protect my proud
parents from the shame of having
a bum band leader in the family
—I have no children because I am
not married—yes I think and
know I'm as good as Paul Ash
or Paul Whiteman, and I think
I'll make 'em admit it someday.
I'm nutty about this racket of
leading a stage-band and being a
master-of-ceremonies, and I'm
cooko about this town. I've never
been so happy in my life as I am
with the audiences who come to
the.....theatre, and the shows
and things generally as they are
right here in—this town.

"I don't want to ever leave. I
can get just as famous here as I
could on Broadway—and I'll have
fewer but smarter people to con-
vince in this town. My fan mail
keeps me from being swell-headed
because there are always a lot of
people who tell me what's wrong,
or what I do that doesn't satisfy—
and that just about takes the edge
off any tendency I might have to
become a bit too chesty when the
folks like my shows."

Big Houses On B'way Go "Talky"

All Publix houses on Broadway
are to be wired for Movietone im-
mediately and ready for the use
of talking pictures within two or
three weeks. Equipment is to be
installed in the Paramount, Rivoli,
Rialto and also the Capitol, Loew-
Publix operated, at an expenditure
of approximately \$100,000.

By July 15, it is understood,
these houses will be operating on
the new policy with stage shows
in each of the houses remodelled
slightly.


Publix plans to equip 200 thea-
tres for talkers. Work on the
other houses throughout the coun-
try is to start following the instal-
lations in the Broadway theatres.

With the Strand already opened
with sound pictures with talkers
there will be 10 Broadway thea-
tres equipped for talkers next
month, including Capitol, Central,
Gaiety, Globe, Paramount, Rialto,
Rivoli, Roxy, Strand, Warner's.

A. HAYDN MASON FORETELLS PANIC

A. Haydn Mason, manager of the
Palace Theater, in Dallas averted
serious panic Friday night when a
fire broke out next to the theater,
which threatened the Palace and
nearby buildings. A newsreel was
on when Mr. Mason walked on the
stage and announced: "I wish to
ask that all persons pass out
quietly as there is a large fire in
the neighborhood. There is no
danger, however. Please pass out
quietly." When he finished talk-
ing the audience arose and the
theater was cleared of 2,300 per-
sons in three minutes.

SHARE YOUR SELLING BURDENS



The Movie as a Community Asset

We know a professional man who
says he finds perfect rest and mental
relaxation at the movie. When he is
tired he goes to the picture show.

We know a family who plan to go to
the movie together once a week. "Movie
night" is an extremely enjoyable event
to them.

We know many country people who
find in the movie their only source of
year-round recreation.

We know hundreds who have in-
measurably broadened their vision of
life by glimpses of distant lands and
of important events in our own country.

We do not believe that boys are led
astray by bandit pictures or that the
movies in general are exerting an
unwholesome influence on the youth of
our community. We consider the mov-
ing picture house a real community as-
set, a source of pleasant recreation and
amusement.

Here in Chickasha we have four
movie houses. Their program
standards are high. They bring to
our city the best talent in the
world, and we are able to enjoy it
for a few cents. More power to
our movies!

The Chickasha Daily Express

It can be done again!

The leading newspapers in our Southern towns are extending this
kind of cooperation to local theatres. See the business manager of
your leading paper and get the same kind of cooperation in your town.

ANNOUNCE NEW ASSIGNMENTS FOR STAGE BAND LEADERS

The new assignments of stage-band leaders in the Publix
theatres playing the "gold" unit-shows, as announced by Boris
Moros, Associate General Director of Music, effective June 21,
1928, is as follows: House managers, organists and pit con-
ductor is also indicated.

UNIT HOUSES

THEATRE	CITY	MANAGER	MUSICAL DIRECTOR	ORGANIST	PERSONALITY LEADER
Olympia	New Haven	Geo. Laby	Geo. Kay	Ed. Weaver	Al. Mitchell
Metropolitan	Boston	J. L. McCurdy	A. Giesler	A. Martell	Gene Rodemich
Paramount	New York	E. T. Leaper	I. Talbot	J. Crawford	Paul Ash
*Palace	Washington	L. Bestus	H. Borjes	C. Gaige	Wesley Eddy
*Century	Baltimore	H. P. Kingsmore	H. Wild	H. Ramsay	Ted Claire
*Penn	Pittsburgh	L. Lanning	Don Albert	D. Liebert	Ted Joyce
*State	Syracuse	Wm. Saxton	B. Brummitt	Mannie Cook	Frank Cornwell
Shea's Buff.	Buffalo	V. McFaul	Herb Straub	T. Guerson	Herb Straub
Michigan	Detroit	W. Immersman	Ed. Werner	A. Gutow	Del Delbridge
*Allen	Cleveland	W. A. Haynes	Myron Roman	Doc Wittle	Stubby Gordon
*Ohio	Columbus	E. Meinkner	Bert Williams	Wm. Dalton	Al. Evans
Indiana	Indianapolis	Cullen Espy	Chas. Davis		Chas. Davis
Ambassador	St. Louis	L. J. Hill	D. Silverman	Staurt Barrie	Ed. Lowry
*Midland	Kansas City	H. H. Maloney	Julius Lieb	Wm. Wright	Joey Kay
Chicago	Chicago	R. L. Davis	H. L. Spitalny	Milton Charls	Lou Kosloff
Uptown	Chicago	M. Concanon	E. Davidson		Benny Krueger
Tivoli	Chicago	N. Platt	V. Marcelli		Frank Masters
Minnesota	Minneapolis	Ed. H. Smith	Oscar Baum	E. Dunstetter	Alex. Hyde
Seattle	Seattle	A. Levin	A. Clausen	Bon Baggott	Jack Bain
Portland	Portland	R. Blair	H. Linden	H. Nicklond	Ph. Lampkin
Granada	San Francisco	Joe Fraser		C. Goff	Frank Jenks
Metropolitan	Los Angeles	Gus. Eysell	Ray Paige		Jul. Buffano
Denver	Denver	A. W. Baker	Fr. Schmitt	J. Winters	Jim. Ellard
Riviera	Omaha	H. B. Watts	Paul Spohr	G. Johnson	Paul Bohr
Capitol	Des Moines	N. Frudenfeld	J. Blumberg	H. L. Koch	Jay Mills
Palace	Dallas	Al. Mason	E. Hathaway	D. Brown	Lou Forbes
Worth	Ft. Worth	R. B. Jones	Hy. Maurice	Wm. Muth	Eddie Stanley
Texas	San Antonio	Wm. O'Hare	E. M. Hauser	Chas. Abel	Don Mig. Galvan
Metropolitan	Houston	Ehas. Pincus	Henry Busse	C. Maffie	Ken Whitmer
Saenger	New Orleans	M. F. Barr	Castro Carazo	J. Hammond	Art Landry
Alabama	Birmingham	S. Dannenberg	Vic Ince	J. Alexander	Vic Ince
Howard	Atlanta	E. Morrison	Mayer Segal	Julia Dawn	Stanley

*Loew houses playing Publix units.

World's Smallest "Talky" Theatre

The smallest theatre in the world
completely equipped for talking pic-
tures is one of the private projec-
tion rooms used by Paramount-Pub-
lix in the Paramount Theatre Build-
ing in New York. This little thea-
tre has only 100 seats, but it has the
most complete and most complete
and very latest and most complete
most expensive talking devices in
the world. Every day the executives
of Publix and Paramount review
the short subjects and full length
"talking" features here.

This makes an item you might
use in your local newspapers, as a
starting idea to discuss your own
theatre and its "talking" outlook.

In the "little talking Paramount
theatre" the same number of pro-
jectionists are required that a big
theatre needs. However, usually at
every "show," nearly a score of ex-
perts on talking pictures are on
hand as observers of the mechanical
operation, so that they may quickly
learn all of the complexities of the
equipment in order to disseminate
the information thruout the many
hundreds of Publix theatres which
will soon have similar equipment.

AIRPLANES GET SPACE IN IOWA

The movies have gone aero-
nautic in Iowa. Following Iowa
Aeronautic Day, in Des Moines,
over 50,000 persons were at the
air field to witness the show put
on by army planes from Belleville,
Ill., and Ft. Riley, Kans. Blank-
Publix hastened to cash in on
some good publicity by means of
the flying machine.

As a try-out, Herbie Koch, or-
ganist at the Capitol, flew to
Waterloo, Iowa, Sunday morning
to give a recital at the new Blank-
Publix house there at one o'clock.
A crowd of nearly 1,000 met him
at the field, including the mayor
of the town. He returned to Des
Moines in time to play his regular
shows.

The same stunt will be used at
a Sioux City house next week.
Nate Frudenfeld, manager of the
Capitol, is organizing a fleet of
planes to carry Blank-Publix en-
tertainers and officials to Cedar
Rapids when their new house is
opened there soon.

UNIQUE POSTER MADE OF FABRIC

A life size figure wearing a real
dress of silk with all the lace and
frills proved an effective attention
getting lobby display in the cam-
paign on the Billie Dove picture,
"The Yellow Lily" at the Michi-
gan Theatre in Detroit.

Miss Elaine Lincoln of 10210
Second Blvd. has created quite a



vogue in Detroit for small pictures
of dressed pastel figures. A local
paper had used a Sunday feature
on these unusual pictures of her
design, and they have been dis-
played in various Women's Clubs.
As the result she was commis-
sioned to make this large picture for
the Michigan. The pastel head
and shoulders were mounted on a
velvet background and the mate-
rials of the dress were draped and
sewed on in the fashion of the
dress worn by Billie Dove in the
picture. The result was a dis-
tinctive artistic poster, and one
which caused a great deal of com-
ment. After being used as an
advance display in the theatre
lobby, a Woodward Avenue store
made it the feature of their
window.

Mel Shauer Abroad

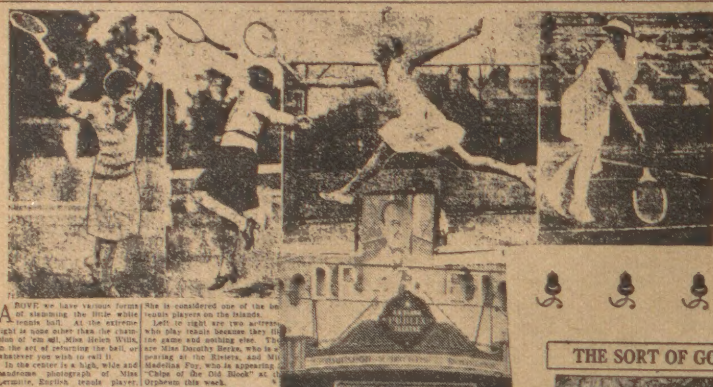
Mel Shauer, Paramount, has
left for Europe to investigate
changes in the foreign film and
theatre field.

Shauer is the son of E. Shauer,
head of the foreign department
for Paramount. The former may
remain in Europe as head of Pub-
lix theatres there.

SPORT EDITORS GO FOR STAGE GALS!

Arch Bailey and Harry Watts of the Omaha "Riviera" hit the sport pages three times with "Havana." No night life for Publix Chorinnes! Up early for the photos!

Form's the Thing in Tennis, Experts Say--Here's Examples



A BUNCH of tennis players are shown in the photo above. The photo is a high-angle shot of a tennis court. In the center is a high-angle shot of a tennis court. In the center is a high-angle shot of a tennis court. In the center is a high-angle shot of a tennis court.

The photo in the center is Paul Spor's "Riviera Whoopee Club" of Kids, parading behind Paul, and a traffic cop to an ice cream factory to eat free cones and get mugged for a dozen newspaper ad-tleups and window display smashes paid for by the ice cream company! Coca Cola next week!!

THE SORT OF GOOD-BYE A RISING PUG GETS



This is a good-bye to a rising pug. The pug is being carried away on a stretcher. The pug is being carried away on a stretcher. The pug is being carried away on a stretcher.

Get up a Kids Club for your band leader! The stores and factories you let in on it pay all the expenses and do the work! You get the most of the publicity!

THREE SMASHES IN ONE ISSUE ON THIS ONE

Arch Bailey got on Front, Back and Middle pages of Omaha Bee-News with this stuff. Working thru the Want-Ad Manager.

Pick a Home for "Happiness Ahead"

The Bee-News starts tomorrow a Want Ad Contest that will let you give play to your imagination, to the romance in your soul, to the expression of your longing for your dream home.

You are to pick from among the "Houses for Sale" ads in tomorrow's Bee-News a home for Colleen Moore, who is a bride in "Happiness Ahead." The picture which opens at the Riviera Friday night. That means that you will pick your own "dream home."

Clip the ad and attach it to a letter of 200 words, telling why you have selected that particular home. For the best and neatest letters The Bee-News will give the following prizes:

First Prize, \$5.00
Second Prize, 4 Riviera Tickets
Third Prize, 2 Riviera Tickets
Eight Prizes of 1 Riviera Ticket

There will be a further contest each day this week, confined to the "Houses for Sale" ads of that day. And the above prizes will be awarded daily to the best letters of that day.

Send your letters to Want Ad Contest Editor, Bee-News.

Look on The Bee-News Want Ad Pages Tomorrow

Doesn't She Look All Set for "Happiness AHEAD?"

All Ready to Settle Down in a "Bungalow of Dreams"

But in what kind of a bungalow? A large house or a small? And where? Would she be happier elsewhere than in Omaha? We believe not. We think her chance for "Happiness Ahead" in this city are as good as anywhere. We are sure she can find her dream-home here. She has plenty of choice in the lovely houses offered her by Omaha real estate men. Which should she pick? Here we have the grounds for this week's Bee-News.

Want Ad Contest

Which home advertised by Omaha real estate men in The Bee-News should Colleen Moore, the bride, select to insure "Happiness Ahead?"

Here's What You Must Do

Read The Bee-News "Houses for Sale" Pick out the one you would choose for Colleen Moore. Write 200 words telling why you have made your selection. Clip the ad and attach it to your letter. Send it to the Want Ad Contest Editor, Bee-News.

Here's what you can win. Every day during the rest of this week The Bee-News will give the prize below for the best letter. Each day's contest is distinct and confined to the "Houses for Sale" ads of that day. And these prizes will be awarded each day.

First Prize, \$5.00
Second Prize, 4 Riviera Tickets
Third Prize, 2 Riviera Tickets
Eight Prizes of 1 Riviera Ticket

In What Omaha Home Would Colleen Moore Find "Happiness Ahead?"

Oh, yes, it's worth your while to consider this question! Just take a look at a 400-word advertisement on page 7 of this paper.

Newspapers Go For "Harold Teen"

Manager F. Hookkalo tied up with the Boston Traveler in a coloring contest to advertise "Harold Teen" at the Publix Theatre, Boston, Mass.

A strip of cartoons with copy

about the contest, its appearance in the newspaper as well as title of picture, name of theatre and play dates were given a wide range of distribution.

For the best colored sets of the comic strip of Harold Teen, 50 sets of tickets to see the picture were awarded as prizes. All that was necessary to win one of

the prizes was to color the comics using either crayon or paints. In addition to running the contest, the newspaper further publicized the contest by running advance stories pertaining to the contest, picture, theatre and play dates as well as carrying banners on all their delivery trucks.

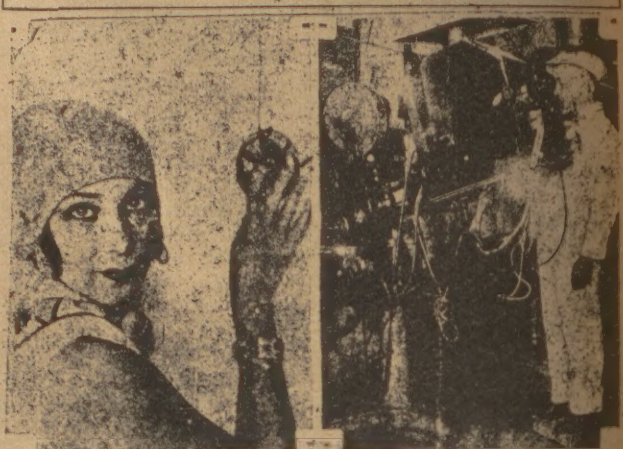
THIS ONE WILL WORK FOR YOU, TOO!

Ernest Morrison figured this out and it helped make a box office winner.

THE ATLANTA GEORGIAN

"The Paper That Goes Home"

Dolores Opens Show Here



PRESSING LOS ANGELES BUTTON

Dolores Del Rio finds time despite divorce wrangles and kidnaping threats to start her own film in Atlanta. Here she is on Monday pressing the button which started the

STARTS ANOTHER FILM

machine going to picture making at the Howard. Last, Dolores has inspired a song of that name, and The Georgian American is offering a prize for the best theme

Dolores Starts Howard Film By Wire From Coast

Dolores Del Rio, who has been in the news for some time, is starting a new film in Atlanta. She is starting a new film in Atlanta. She is starting a new film in Atlanta. She is starting a new film in Atlanta.

ARE YOU GOING TO USE THESE IDEAS BEFORE YOUR OPPOSITION SWIPES 'EM?

Shorthand Stunt Popular



This is the way The Telegram played the shorthand stunt!

Eddie Hitchcock, doing special exploitation for the Portland Theatre, Portland, the new Publix Theatre, hit upon a knock-out stunt recently. He tied up with the Portland Theatre to hold a shorthand contest.

For six successive days the newspaper published a chapter in shorthand of Alex Hyde's life. Hyde is the local master of ceremonies.

The one who sent in the correct transmission of the shorthand notes received a cup. Four other prizes were arranged. Neatness also counted in the final judging.

The cup was promoted from a local jeweler.

Three students from a local business college were among the five winners. The business college has 500 students and the head of the school bought tickets for all so that the school might attend in a body to see the prizes presented their students. In addition to that the school took half page ads in newspapers, announcing the theatre party—and including in their ad the name of the current picture and stage act.

This stunt can be worked by any theatre

SAVE THIS LIST! POST IT!

READ THE EDITORIAL ON THE BACK PAGE OF THIS ISSUE!!

STANDARD BOOKS ON NEWSPAPER MAKING AND ADVERTISING

Author	Title	Publisher
Allen, Clarence E.	Publishers' Accounts	Gee & Co.
Mandell, Walter B.	Newspaper Accounting	Ronald Press

ADVERTISING COPY

Barton, Howard Allen	How to Write Advertisements	Lippincott
Burdick, R. L.	Advertising to Retailers	Ronald Press
Durand, Roy S.	Making Advertisements and Making Them Pay	Scribner
Fredrick, J. George	Writing of Advertising Copy	Frank-Maurice, Inc.
Hall, S. Roland	Advertising Copy	Houghton-Mifflin
Hutchins, Geo. Burton	"Advertising Copy" in Business Writing	Harper
Lee, James Melvin	Copy	Ronald Press
Metzger, George P.	The Language of Advertising	Doubleday-Page
Opycke, John B.	Advertisement Writing	Pittman
Russell, Gilbert		Benn

ADVERTISING—GENERAL

Barton & Lichtenberg	Advertising Campaign	Alexander Hamilton Inst.
Blanchard, Frank LeRoy	Essentials of Advertising	McGraw-Hill
Bradshaw, Percy V.	Art in Advertising	Art School Press
Brewster, Arthur Judson	Introduction to Retail Advertising	Shaw
Brewster & Palmer	Business of Advertising	Shaw
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THERE should be NO such thing as Theatre Publicity! It is either valuable type-killer or real, live, readable NEWS, if you know WHAT news is!

If you don't, here's your chance to find out!

In order to keep your theatre and shows and organization constantly before the public in a manner neither obtrusive nor objectionable, you must know HOW.

Here's your chance to find out!

There is NO such thing, anywhere, as "something for nothing." Publicity is something you try to get for nothing. It doesn't convince the public even if it is printed. So of course the newspapers object! You object, too, when someone tries to get free admission to your theatre, don't you? Begging publicity-stories are products of minds too lazy to "dig" NEWS.

Learn what NEWS is and MAKE NEWS about your theatres. Then the newspapers will eagerly print it, without doing it for the purpose of doing you a favor—but because that is the only way they can hold their readers.

Theatre news ranks SECOND as a newspaper circulation builder and circulation holder, because the population of the United States goes to the popular-price theatre 1.46 times per person per week. There is no other human attraction anywhere near its magnitude, except sex.

Learn from these books the problems and elements that compose any successful media! When you know them, you'll know how to get effective results.

Theatre men should remember that the PAID ADVERTISEMENT is the official proclamation of the organization!

It is read by many times your combined weekly audience!

You wouldn't get up on the stage in repulsive attire, and talk foolishly as a means of selling your show, would you? Yet some theatre-ads are frequently so foolish and repulsive that they have just that effect!

To get Public response, you MUST know the surest and most graceful methods of winning ATTENTION, CONFIDENCE, and DESIRE TO INSTANTLY RESPOND!

These books teach successful methods of public-address-in-print! Here you will find the lifetime experience of many successful advertisers and promotional leaders.

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Sell Your
Stage Show

Publix



Opinion

Send Us
Your Stunts

No. 29

Vol. II

Publix Theatres Corporation, Paramount Building, New York, Week of June 30, 1928.

THIS YEAR WILL REWARD FIGHTERS IN SHOW BUSINESS—FIGHTERS WHOSE HEADWORK, FOOTWORK, AND HANDIWORK CO-ORDINATE IN MAKING AN EFFECTIVE SHOWING!

—SAM DEMBOW, Vice-President Executive.

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising **BENJ. H. SERKOWICH, Editor**

Contents Strictly Confidential.

THOSE WHO READ, OUT-RUN THOSE WHO DON'T

Publix Opinion in this issue re-prints a list of books on advertising, news-writing, circulation-problems, and various other phases of the difficult art upon which the theatre depends for articulation.

A few weeks ago, in this publication, the editor suggested a short list of books for reading by theatre-men of all grades of experience.

Add the present list to the one previously published and get it checked at your public library to find out how many of the books are available. Doubtless many of them are on the shelves for the free use of anyone who will seek them. Perhaps you are influential enough to get others placed on the shelves.

Post this list on the bulletin board of your theatre, so that junior executives, or other ambitious young employees who seek the illumination of experience and seasoned judgment may select such books as their own needs dictate or their present state requires.

Encourage everyone to read as many of these books as possible. A book a week has led many from obscurity to the heights, in all lines of endeavor.

The every-day mistakes made thru inexperience, may thus be avoided thru knowledge of similar problems successfully handled previously by others.

Common sense will in most cases dictate how much of the matter contained in these books should be heeded, and what should be discarded.

Showmen are not made by books, but by experience. However, the experience of others is valuable as a guide, and cannot be disregarded by ambitious and conscientious theater men.

Mr. Katz, whose vision and experience and energy brought Publix into successful being, has often said most emphatically that the greatest need of the industry is forceful, intelligent and conscientious manpower, and that NO PRICE is too high to pay for it.

He is constantly urging executives to develop man power within the ranks. He has often drawn attention to the countless opportunities for promotion, and he chafes when there is no one ready to fill an urgent and responsible place. Only this week appointment of three additional district management supervisors is announced. They came up from the ranks and their promotion automatically made hundreds of other promotions.

Mr. Katz declares that Publix depends upon the development of man power from within the ranks. A promotion anywhere in the organizational line inevitably should mean a general "move up" order for everyone below. If all of us are prepared, the whole line will move up.

One laggard causes a traffic jam.

The experienced are depended upon to develop the potentialities of the inexperienced in their supervision. This can effectively be accomplished to a large degree if every executive will cause the list of books to be re-typed and posted conspicuously for the benefit of the less experienced. And personal effort must be made to call attention to the value of the list. All of them have been recommended and read—and some of them written by persons in high places in the theatre world or related merchandising fields.

The science of advertising and news-writing is the articulation of the theatre. The best theatre in the world, managed by the most efficient staff, and offering the best entertainment, will fail, if it is not merchandised effectively in accordance with the best methods of applied knowledge of human psychology. If everyone in the theatre knows at least the fundamentals of the method of bringing the crowds, a valuable personal asset to each one is gained as well as an asset to the theatre operation itself. For this reason, executives cannot too emphatically stress the value of reading at least a good selection from the list printed in this issue.

If this is done, it will become easier for all to do their present job and simultaneously become familiar with the job just ahead.

In this accomplishment, the call of opportunity sounded by Mr. Katz will have found its answer.

—A. M. BOTSFORD

WHIRLING AROUND PUBLIX WHEEL!

Transfers, Promotions, Policy and Price Changes, Officially Announced.

Effective June 11th, Mr. Edward A. Zorn will assume supervision over the following theatres, as District Manager:

Scollary Square Olympia, Boston; Washington St. Olympia, Boston; Fenway, Boston; Central Square, Cambridge; Field's Corner, Dorchester; Upham's Corner Strand, Dorchester. Mr. Zorn's headquarters will be in the Boston Divisional Office—1105 Commonwealth Avenue, Allston, Mass. This advice supersedes previous advice concerning Mr. Zorn's future assignment.

The following managerial changes are effective in the New England territory, effective on the dates mentioned:—Mr. Walter G. League, at present handling stage presentations at the Stadium, Woonsocket, assigned as Manager of that theatre, effective June 11th; Mr. C. Bassin transferred from the Stadium, Woonsocket, to the Strand Theatre, Malden, as Manager, effective June 11th; Mr. E. Morris transferred from the Strand, Malden to the Fenway Theatre, Boston as Manager, effective June 11th; Mr. H. Browning, transferred from the Fenway, Boston to the newly organized post of Publicity Representative of the Metropolitan Division of Boston, New England Division. Mr. Browning, in cooperation with Mr. Gray, Publicity Representative of the Metropolitan, Boston, will handle the publicity, etc., of the following houses: Washington St. Olympia; Fenway; Central Square, Cambridge; Codman Square, Fields Corner and Upham Corner Strand, Dorchester; and Capitol and Allston, Allston.

Mr. A. J. Moran, at present handling the "Jazz Singer" road show in the New England territory, will take over the supervision of the following theatres as District Manager, effective June 18th:—Bangor, Me.; Bijou, Opera House, Park, Graphic (closed); Bath, Me.; Opera House, Columbia (closed); Belfast, Me.; Colonial; Barre, Vt.; Park, Magnet; Biddeford, Me.; Central City; Dover, N. H.; Lyric, Strand; Ft. Fairfield, Me.; Park; Ft. Kent, Me.; Savoy; Houlton, Me.; Temple; Rockland, Me.; Empire, Park, Strand; Waterville, Me.; City, Haines; Westbrook, Me.; Star; Pittsfield, Mass.; Capitol; Me.; Star; Grand, Strand. Mr. Rutland, Moran's headquarters will be in the Boston Divisional Office, 1105 Commonwealth Ave., Allston, Mass.

The appointment of Mr. R. W. Sternburg, present Manager of the Scollary Square Olympia, Boston, to the position of District Manager with supervision over the following theatres is now in force: Allston, Mass.; Allston, Capitol; Brockton, Mass.; Brockton, Rialto, Strand, City (leased); New Bedford, Mass.; Olympia, Empire (closed); Newport, R. I.; Strand; Pawtucket, R. I.; Strand, Imperial; Woonsocket, R. I.; Laurier, Stadium. Mr. Sternburg will assume his new duties on June 11th. His headquarters will be in the Boston Divisional Office. Mr. Lawrence Berg, now at the Capitol Theatre, Allston, will succeed Mr. Sternburg at the Scollary Square on June 18th. Mr. Berg's successor will be advised later.

Mr. E. A. Cuddy, Manager of the Olympia Theatre, Lynn, Mass., is being promoted to the position of District Manager with supervision over the following theatres:—Chelsea, Mass.; Broadway, Olympia; Haverhill, Mass.; Colonial; Lowell, Mass.; Merrimack Square; Lynn, Mass.; Olympia; Gloucester, Mass.; Strand, North Shore, Olympia (closed); Salem, Mass.; Federal, Salem, Empire

(leased); Somerville, Mass.; Strand, Union Square (closed); North Cambridge, Harvard. Mr. Cuddy's headquarters will be in the Boston Divisional Office. He will take over his new assignment effective June 18th, at which time Mr. Nash Well, at present Manager of the Colonial, Haverhill, will succeed Mr. Cuddy at the Olympia, Lynn. Successor to Mr. Well will be forthcoming.

Effective after business, Saturday, June 18th, the Strand Theatre, Malden, Mass., will be turned over to the new owners. Mr. C. Bassin will assume the management of the Capitol Theatre, Allston, as stated above, effective June 17th, when Mr. Berg's new assignment in Boston will take place.

Mr. Lon Ramsdell has been employed to manage the Colonial Theatre, Haverhill, Mass., relieving Mr. Well, who is being transferred to Lynn. Mr. Ramsdell will take over that operation on June 17th.

In view of the transfer of Mr. Emil Bernstecker from Jackson, Tenn., to the Palace, Dallas, as house manager, Mr. R. A. Simpson has been temporarily transferred from Birmingham to handle Jackson.

Effective June 25th Mr. J. L. Cartwright, now at Greenville, will report back to Jackson, Tenn., and Mr. Simpson will resume his duties at the Strand, Birmingham.

Mr. Geo. L. Denton will report to Greenville on June 25th as City Manager, with Mr. H. C. Beckner as his assistant.

Mr. Sam Hammond will report to the Alhambra, Charlotte, from the Rivoli, Greenville, effective June 25th, at which time Mr. James Cartledge will be transferred as assistant to Mr. Earl at the Imperial, Asheville; Mr. Jacoby having resigned from the latter position.

The opening of the Colfax Theatre, South Bend, Ind., has been set for Saturday, August 4th, 1928. There will be no special performance given at the opening; arrangements will be made to set aside on Saturday evening a certain block of seats for invited guests. The policy of this theatre policy, two changes per week—Saturday and Wednesday—with the exception of special pictures which will run a full week. The opening picture will be Richard Dix in "Warming Up." It is the present plan to run two acts of vitaphone and a movie on the first half of the week and three vitaphone acts on the second half. Admission prices on the last half: Daily matinee from 1 until 6 p. m. adults 25c., children 15c. all seats. Evenings, holidays and Sundays, main floor 50c., mezzanine section of balcony 35c., remainder of balcony 25c., children 15c. all seats.

Mr. Maurice Baker has been engaged as Manager. He will report to New York on July 2nd to spend a few days getting acquainted with the Home Office set-up and studying the various vitaphone-movie installations, etc. He will then report to South Bend, where he will supervise this theatre as a District Manager in addition to other theatres in the Indiana territory. The assistant manager for this operation will be selected later. Advice on same will be forthcoming. Mr. Sherman's office is being advised of the necessity for Mr. Sherman to proceed to

branches already installed in Dallas, Boston, Atlanta and New York, and other key cities will be added as needed to serve their immediate territory.

A chart of organization of this department is in the course of preparation, showing the men who have been working on installations and corrections, who will be available for emergency calls in each district. These men will also check over everything regardless of the service rendered by Electrical Research.

PLAN NATION WIDE SERVICE FOR TALKERS

Announcement is made by M. J. Mullin, Director of Maintenance for Publix Theatres that Harry Rubin, chief of talking picture projectionists, will work out all problems connected with talking pictures, for the circuit. Wm. Zrenner will work on all Vitaphone installations and will check up acoustical problems. Fully equipped maintenance

South Bend as early as possible to negotiate for union personnel.

This is to advise that the Coral Gables Theatre, Coral Gables, will be closed for the summer season after business Saturday, July 7th.

We are advised by Mr. David that the Port Armstrong Theatre, Rock Island, will be closed for two weeks beginning July 9th for renovation and repairs and that the Spenser Theatre, Rock Island, will be closed for the same reason on July 23rd.

In order that Mr. A. B. Heston might confine his efforts to the Franklin Theatre, Tampa, entirely, Mr. J. E. Lykes, formerly assistant manager at the Florida, St. Petersburg, has been transported to the Strand Theatre, Tampa, as Manager.

The stageband policy at the Brockton Theatre, Brockton, was discontinued for the summer months after business, June 9th. Summer policy now is—first run, pictures with organ music only, two changes a week. Admission prices: Mondays through Fridays matinees, children 10c., orchestra and balcony 25c., loges 35c.; evenings, children 10c., orchestra and balcony 30c., loges 45c.; Saturdays, Sundays and holidays, until four p. m. children 10c., orchestra and balcony 30c., loges 45c.; after four p. m. loges 50c., all other seats 35c.

The Ideal Theatre, Columbia, was closed after business Saturday, June 23rd, for repairs. This theatre will be opened on Monday, July 9th, as the Ritz Theatre, playing synchronous and non-synchronous pictures.

Geo. Walsh is appointed as District Manager for the Strand, Newburg; Broadway and Academy, Newburgh; and Bardavon and Stratford, Poughkeepsie. This appointment is effective immediately. Correspondence for Mr. Walsh should be addressed to the Home Office, in care of Mr. Fitzgibbons.

Arrangements were perfected to open the Lyric Theatre, Knoxville, on June 25th with the Peruch Stock Company. The total cost of this Company will be \$385.00, weekly. Admission prices to be charged are as usual. Mr. Ralph Phillips, former assistant at Spartanburg, will manage the Lyric Theatre and reported to that assignment on June 11th in order to work on the advance campaign.

The Colfax Theatre, South Bend, Ind., has been placed in Mr. L. E. Schneider's Division.

A. E. Fowler has been transferred from the Opera House, Bangor, to the Fenway Theatre, Boston, effective June 24th, replacing R. E. Morris, resigned. Mr. C. J. Russell, Jr., has been appointed Manager of the Opera House at Bangor, replacing Mr. Fowler.

Clare Woods, Manager of the Colorado Theatre, Pueblo, is in the hospital following an operation. Mr. R. E. Slents is being temporarily transferred to Pueblo to handle that operation during Mr. Woods' absence and Mr. Zigmund, assistant at the Rialto and Victory, Denver, will handle those houses, under direct supervision from Mr. Burke.

Mr. A. H. Mason was transferred from the Palace, Dallas, to the Howard, Atlanta, effective July 2nd. Mr. Ernest Morris is in turn being transferred to the Palace, Dallas, reporting to that operation on July 7th.

PUBLIX PREPARING FOR TALKING SHORTS

Paramount-Publix is preparing to produce its own Movietone releases, feature length and short subjects. The details of act buying for the talkers, have not been worked out, but in view of the importance of the musical adjunct to the talkers, that department is being given first thought.

Nathaniel Finston is concentrating on the musical scoring and synchronization with Morris Press as his assistant. Boris Moros has taken over Press' details regarding organists and Ben Black' scope has been considerably increased to embrace special attention to personality stage ban leaders.